

Message Text

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FM SECSTATE WASHDC

TO AMCONSUL SAO PAULO

INFO AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

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E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: UPDATING OF MARKET RESEARCH - "INDUSTRIAL PROCESS CONTROLS"

1. AS POSTS ARE AWARE, THE DEPARTMENT PLANS TO OPEN A UNITED STATES TRADE CENTER IN SAO PAULO IN MID-YEAR 1977. TO INSURE THE UNQUALIFIED SUCCESS OF THIS OPENING EVENT, WE ARE ASKING THE POST TO UPDATE PRESENT IN-HOUSE MARKET RESEARCH ON INDUSTRIAL PROCESS CONTROLS. WHILE WE REALIZE THAT THIS REQUEST IS A CHANGE FROM OUR PROGRAM AND WE SYMPATHIZE WITH THE ADDITIONAL WORKLOAD THIS REQUEST WILL IMPOSE, WE DO FEEL THAT A POST UPDATE WILL PROVIDE THE FASTEST, MOST ECONOMICAL MEANS TO OBTAIN THE REQUIRED INFORMATION. WE ARE ASKING FOR A REPLY TO BE IN COMMERCE BY SEPTEMBER 30.

2. TO ELIMINATE AN INCREASED WORKLOAD ON THE POST, WE HAVE DECIDED TO CONDUCT THE MARKET SURVEY, "ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT" BY CONTRACT TO A BRAZILIAN MARKET RESEARCH FIRM. POST WILL BE ADVISED OF UNCLASSIFIED

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ACTION REQUIRED IN SEPTTEL.

3. THE POST IS REQUESTED TO SEND A TELEGRAM TO COMMERCE ESTIMATING ADDITIONAL FUNDS REQUIRED TO CONDUCT THIS UP-DATING. ESTIMATE SHOULD INCLUDE, BUT IS NOT LIMITED TO: TRAVEL, PER DIEM AND EXTRA SECRETARIAL COSTS.

4. MARKET RESEARCH UPDATING SPECIFICATIONS FOLLOWS:
A. REQUEST UPDATE TABLES 1 THROUGH 3 OF THE COUNTRY MARKET SURVEY FOR PROCESS CONTROL INSTRUMENTATION, WHICH ARE FOUND IN PAGES 18-22 OF THE GLOBAL MARKET SURVEY, PROCESS CONTROL INSTRUMENTATION, JULY 1975. A COPY OF THIS PUBLICATION IS BEING AIR MAILED TO YOU. PLEASE UP-DATE AS FOLLOWS:

1. FOR TABLE 1, 2, AND 3: FURNISH DATA FOR 1974, 1975, 1976 ESTIMATE AND 1978 FORECAST.
2. FURNISH BRIEF EXPLANATION FOR THESE SALES TRENDS, ESPECIALLY FOR THE 1976 ESTIMATE AND 1978 FORECAST. IDENTIFY INDUSTRIAL SECTORS MOST IN NEED OF THIS EQUIPMENT.

B. REVIEW THE DISCUSSION IN THE COUNTRY MARKET SURVEY (PAGES 18-22), IF THERE HAVE BEEN OR IF THERE WILL BE ANY SUBSTANTIVE CHANGES IN THE SITUATION DUE TO RECENT OR FORTHCOMING EVENTS, PLEASE REWRITE APPLICABLE PARAGRAPHS.

C. REVIEW THE MARKET/PRODUCT OBSERVATIONS MADE BY PHILIP F. GILMAN IN CONNECTION WITH THE PROCESS CONTROL INSTRUMENTS CATALOG SHOW HELD IN SAO PAULO, MAY 11-13, 1976. INDICATE THE FOLLOWING:

1. DOES THE POST CONCUR IN GENERAL WITH THIS REPORT AND ARE THE FINDINGS LIKELY TO BE APPLICABLE IN 1977-1978?
2. SHOULD ANY CHANGES BE MADE IN THE LONG LIST OF MOST SALEABLE, MODERATELY SALEABLE AND LEAST SALEABLE PRODUCTS?
3. FOR THE ABOVE PRODUCTS, MUST IMPORT LICENSES BE OBTAINED AND MUST PRIOR DEPOSITS BE MADE BY THE BRAZILIAN IMPORTER? IF AFFIRMATIVE, WILL THESE REQUIREMENTS ADVERSELY EFFECT THE PROPOSED OPENING EXHIBITION AND/OR SUBSEQUENT SALES?

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5. PREPARE A TABLE SHOWING IMPORTS FOR 1975, OR THE MOST RECENT YEAR FOR WHICH DATA IS AVAILABLE, WHICH SHOWS IMPORTS FROM THE UNITED STATES, WEST GERMANY, FRANCE, U.K., JAPAN AND TOTAL IMPORTS. THE BRAZILIAN GOODS NOMENCLATURE FOR THIS TABLE FOLLOWS:
90.24.01.00 NON-RECORDING LEVEL INDICATORS
90.24.02.00 RECORDING LEVEL INDICATORS
90.24.03.00 PRESSURE GAUGES

90.24.04.99 OTHER THERMOSTATS

90.24.94.01 IMERSION TYPE THERMOSTATS

90.25.05.00 FLOWMETERS, ETC.

90.24.99.00 OTHER INSTRUMENTS FOR MEASURING OR CONTROLLING THE FLOW AND OTHER VARIABLES OF LIQUIDS, GASES, OR TEMPERATURES

90.29.02.99 PARTS FOR THE ABOVE

90.28.06.01 RECORDING PYROMETERS

90.29.05.11 PARTS FOR RECORDING PYROMETERS

TOTALS...

6. IN ADDITION TO UPDATING THE MARKET RESEARCH REPORTS, IT WOULD BE HELPFUL FOR THE POST TO CONTACT BY TELEPHONE OR IN PERSONAL PROSPECTIVE END-USERS (AUDIENCE) AND POTENTIAL LOCAL EXHIBITORS IN ORDER TO INSURE THAT THE PLANNED OPENING EVENT WOULD BE VIABLE AND WELL RECEIVED. THESE CALLS SHOULD BE MADE IN CONJUNCTION WITH AND AS PART OF THOSE CALLS NECESSARY FOR THE SUBSTANTIVE PORTION OF THE REPORT. WE SUGGEST THE FOLLOWING:

A. CONTACT SEVERAL OF THE MAJOR END-USERS OF INDUSTRIAL PROCESS CONTROLS AMONG THE PRINCIPAL SECTORS AND ASK THE FOLLOWING:

1. IS THIS AN APPROPRIATE TIME TO HOLD AN EXHIBITION OF U.S. INDUSTRIAL PROCESS CONTROLS IN SAO PAULO (JULY - AUFUST 1977)? -
 2. HOW MANY PEOPLE WOULD YOUR COMPANY SEND TO THIS EXHIBITION? -
 3. IF A HIGHLY TECHNICAL SEMINAR COULD BE PRESENTED IN CONJUNCTION WITH THE EXHIBITION, WHAT THEMES WOULD BE INTERESTING TO YOU?
 4. ROUGHLY WHAT VALUE OF INDUSTRIAL PROCESS CONTROLS
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WILL YOUR COMPANY IMPORT IN 1977 AND 1978?

5. ARE PRESENT IMPORT LICENSING RESTRICTIONS LIKELY TO RESTRICT YOUR IMPORTS OF THIS EQUIPMENT IN 1977 AND 1978?

B. CONTACT SEVERAL MAJOR FIRM WHICH DESIGN, ENGINEER AND INSTALL INDUSTRIAL PROCESS CONTROL SYSTEMS FOR FACTORIES AND PLANTS AND ASK THE ABOVE FIVE QUESTIONS.

C. CONTACT SEVERAL AGENTS WHO IMPORT INDUSTRIAL PROCESS CONTROL SYSTEMS INTO BRAZIL. ASK THE ABOVE FIVE QUESTIONS PLUS THE FOLLOWING:

1. WHICH U.S. COMPANIES REPRESENTED BY YOUR FIRM SHOULD EXHIBIT AT THE PROPOSED EXHIBITION?
 2. WOULD YOU AS AN AGENT TAKE A BOOTH AT THE EXHIBITION? - -
- D. CONTACT U.S. SALES OFFICES OR SALES SUBSIDIARIES

ASKING THE FIVE QUESTIONS IN PARA A ABOVE. ASK ALSO IF
THEIR FIRM WOULD TAKE SPACE IN THE EXHIBITION.

7. PLEASE SUBMIT THE INFORMATION REQUESTED IN PARAS 4
AND 5 ABOVE VIA AIRMAIL TO COMMERCE ON OR BEFORE SEPTEMBER 30, 1976. PLEASE AIRMAIL AS SOON AS COMPLETED A
COPY OF THE INTERVIEW NOTES TAKEN AS SUGGESTED IN PARA 6,
ALONG WITH A BRIEF TYPEWRITTEN SUMMARY OF THESE INTERVIEW
RESULTS AND THE POST'S CONCLUSIONS CONCERNING THE VIABILITY OF THE PROPOSED OPENING EXHIBITION.

8. POST'S ASSISTANCE IN THIS REQUEST IS APPRECIATED. KISSINGER

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Margaret P. Grafeld
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